

At biz fair, culture treat steals show

UPITS Ends With Euphoria Enthralling All

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The last day of the trade show was also packed with various cultural performances that mesmerised visitors. Among the highlights were a Kathak dance drama by Preeti Tiwari, Bundeli folk singing by Jitendra Chaurasia and team, and a stunning Kathak performance by Devendra Sharma Mangalamukhi. The day culminated in an exhilarating performance by Palash Sen and his band Euphoria, leaving the audience enthralled.

Awards for best stalls

The best stalls from each hall were awarded on the final day, with notable winners including Amazon Craft (Sambhal), Mughal Overseas (Moradabad), and Arogya (Gautam Buddha Nagar), among others. These awards symbolised the immense business potential in Uttar Pradesh. Additionally, talented stu-



AWARDS AND ACCOLADES The best stalls from each hall were awarded on the final day of the UP International Trade Show on Sunday

dents showcased their skills in various competitions held throughout the event, highlighting the innovation and creativity present in the state. Rakesh Kumar, chairman of the India Expo Centre and Mart, expressed gratitude to everyone involved in making the event a success.

Gastronomic delights & diversity win hearts

Throughout the five days, visitors indulged in the diversity and grandeur of the fair, sampling a variety of local dishes from different districts of UP. There was a particular interest in products related to handicrafts, technology, agriculture, textiles, and food processing. The organic agriculture exhibition

also drew significant attention. Traditional crafts from Uttar Pradesh, such as pottery and embroidery, were a major attraction, while the food and beverage pavilion became a central highlight of the show.

International buyers lavish praise

The trade show succeeded in attracting not only domestic but also international buyers. Products from sectors such as ODOP (One District One Product), MSMEs, and others were highly appreciated by foreign buyers. Exhibitors received substantial orders from countries like Australia, Zimbabwe, Cuba, and partner country Vietnam.

Irrigation dept's stall attracts engg students

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Lucknow: Dredging activity and programmes being carried out by the irrigation department have resulted in mitigating the flood situation in 18 districts of Uttar Pradesh.

Having restored the original course of rivers that cause flooding through dredging, the situation of towns located along Ghaghra, Saryu, Rapti, Ram Ganga and Sharda has been better this time.

The stall of the irrigation department at the international trade show in Greater Noida Expo is attracting a lot of engineering students interested in learning the dredging process. The digital LED screens and touchscreens put up at the stall have been showcasing the elaborate works that the department does to prevent floods, provide water through the wide network of canals and big-ticket projects it has executed. The state has a network of 132 dams that play a crucial



Students, who visited the stall, were keen to know about the dredging process

role in flood prevention and power generation, while 20 barrages are maintained by the department to supply water into the canals. The stall also offers a digital map of such assets Uttar Pradesh possesses. Out of the 241 lakh hectares of land in UP, almost 30% get affected due to the floods. Over the years, 523 embankments spanning over 3,869 km have been constructed.

Girja Barrage, Bhimgoda Barrage and Rihand Dam are among the projects that are generating the maximum interest.