

Kashi's handicrafts to shine at UP International Trade Show 2024

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VARANASI: Kashi's exquisite traditional handicrafts, alongside modern creations, are set to captivate audiences at the UP International Trade Show in Greater Noida from September 25 to 29.

As many as 29 entrepreneurs from Varanasi, including participants from One District One Product (ODOP), exporters, and MSMEs, have registered for the UP International Trade Show, according to a press communique.

Buyers from around the globe will witness the artistry of Banaras' traditional craftsmen and the innovation of modern products at the trade show. This event is expected to open international markets for these handicrafts and other goods. So far, 29 entrepreneurs from Varanasi, including ODOP participants, exporters, and MSMEs, are set to showcase their offerings globally, with more registrations anticipated.

The state government is actively expanding the reach of Kashi's traditional artisans to both local and international markets. Through the ODOP initiative, GI-tagged products and other entrepreneurs will gain an international platform, with Varanasi's unique offer-



(Above) Master weaver crafting a Banarasi saree in Naati Imli, Varanasi.

(Right) A Banarasi saree on display.

RAJESH KUMAR / HT

ings poised for a significant debut at the UP International Trade Show in Greater Noida.

According to the District Industry Centre, 15 ODOP handicraft businesses, 6 MSMEs specialising in wooden toys, pink meenakari, and the silk industry, along with 8 Banarasi silk saree and carpet exporters, will participate. A special stall will be dedicated to women entrepreneurs at the event.

Virender Agarwal, director of Kamalya Textile and Panaya Brand, shared that Banarasi sarees, part of the ODOP and GI products, will be showcased at the trade show, allowing the world to experience Banaras'



rich heritage. Sarees once worn by the royal families of Kashi, Udaipur, Jaipur, and others are being revived specifically for this event. He praised the Yogi government's initiative to provide an international platform for Banarasi products.

Bhavna Verma, a young entrepreneur and director of Shreeji Mentha, echoed this sentiment, emphasising how this initiative offers global exposure to entrepreneurs like herself.