

Small-town UP firms bag global orders

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Lucknow: Participating in the UP International Trade Show for the first time, setting up a stall alongside her aunt and young son, Pallavi Sharma received orders from Bhutan, Sri Lanka, and Dubai.

Hundreds of entrepreneurs from different districts of UP found new opportunities thanks to Yogi govt's initiatives. The UP International Trade Show opened avenues for small businesses, not just across various cities in India but internationally. Pallavi shared her excitement, saying, "Businesspersons from all over India showed interest in my work. I received many queries and numerous orders. I was especially thrilled to get attention from traders in Du-

bai, Sri Lanka and Bhutan."

Firozabad-based glassware entrepreneur Prateesh Kumar said, "We received more orders than we can produce."

Greater Noida entrepreneur Gurinder Kaur, specialising in phulkari and hand-printed garments, attending the trade show for the first time, said, "Not only did I get to sell my products, I also got opportunity to form partnerships with domestic and international businesses."

Moradabad businessman Veeresh Goswami reported significant benefits from attending the trade show for his home decor and furniture business. "We have secured orders worth up to Rs 6 lakh, with bookings reaching as high as Rs 15 lakh, to be finalised after further discussions," he said.