

Trade show: Visitors swarm stalls; popularity soars on social media

UPITS: Footfall May Exceed 4 Lakh This Yr

TIMES NEWS NETWORK

Lucknow/Greater Noida: With over 2.6 lakh visitors in just four days, the second edition of the Uttar Pradesh International Trade Show at IndiaExpo Mart in Greater Noida is drawing an overwhelming response from people belonging to all walks of life, a govt spokesperson said.

Last year, the event attracted 3,00,000 visitors, and this year, the attendance is expected to exceed 4,00,000, he said.

On the first day of the event on Sep 25, at least 14,222 business-to-business (B2B) visitors and 25,589 business-to-consumer (B2C) visitors, totaling 40,811 participants, visited the venue.

"On Day 2, the trade show recorded total footfall of 62,937 visitors, with 16,385 B2B and 46,552 B2C attendees. On the third day on Friday, a total of 71,545 people, including 20,210 B2B and 51,335 B2C



Visitors, including many youngsters, at a UPITS stall on Saturday

Handicraft, ODOP stalls create a buzz

The govt spokesperson said that stalls showcasing handicrafts, technology, agricultural products, textiles, and food processing items were a major draw. "Exhibition of organic agricultural products has also garnered significant attention, with an extensive assortment of fruits, vegetables, and grains on display," he said. "Traditional handicrafts, including pottery, weaving, and embroidery, are drawing visitors. The food and beverage pavilion is also a major attraction. A wide variety of food items, spices, and local delicacies are on display, with a special focus on traditional dishes," he added. "Products from ODOP scheme, MSMEs, and other categories have garnered significant interest from foreign buyers. Many exhibitors are receiving substantial orders from countries like Australia, Zimbabwe, Cuba, and Somalia," the spokesperson said. "Numerous technology and innovation startups are capturing attention at the event. These companies are showcasing their latest products," he said.

visitors, attended the event. On Saturday, approximately 90,000 visitors registered for entry. On Sunday, the total

number is expected to surpass 400,000," he added.

The spokesperson said that in the first edition of the

trade show, participation of 70,000 B2B visitors and 2.37 lakh B2C visitors was recorded. UPITS has also gained significant traction on social media platforms. Various hashtags were used to promote the event. The hashtag, #UPITS2024, achieved a social media reach of 3.2 crores, while the hashtag #UPInternationalTradeShow reached 2.7 crore people. Other hashtags included #Upinternatio-

naltradeshow2024 (48 lakh), #UPITS(71,900), and #GlobalBizHubUP (65,900). Meanwhile, former chief secretary DS Mishra also attended the event and visited the pavilion of the Yamuna Expressway Industrial Development Authority (YEIDA) where he was welcomed by the Authority's CEO Arunvir Singh.

He was briefed on the progress of various YEIDA projects.

UP Police stall wins first prize

Lucknow: UP Police stall bagged the first prize among all exhibitors in Hall No. 4 at the ongoing UPITS-2024.

The event features 15 exhibition halls, with stalls competing based on size, setup, ambience, and visitor engagement.

Under the direction of



ASP, UP112, Mohini Pathak receiving the award by Union minister Giriraj Singh and UP minister Rakesh Sachan

DGP Prashant Kumar, the UP Police set up a stall to showcase the services provided by the state's police force. Awards were given to top three stalls in each hall.

The award was given on Friday by Union minister of textiles Giriraj Singh and UP cabinet minister Rakesh Sachan to additional superintendent of police, UP112, Mohini Pathak.

The ceremony was attended by Alok Kumar, principal secretary of sports, youth welfare, MSME, export promotion, khadi & village industries, and vocational education & skill development among others. Kumar announced that certificates of appreciation would be awarded to the personnel for their outstanding work. TNN

'UPITS giving a boost to ind development'

Lucknow: Principal secretary, information and public relations department UP, Sanjay Prasad, on Saturday said the ongoing UPITS-2024 was proving to be a 'milestone' in accelerating industrial development in the state.

"Prasad visited different stalls, including those



Sanjay Prasad at one of the stalls

from the information department. During his visit, he engaged in discussions with entrepreneurs showcasing their products and services, exploring the opportunities presented by the trade show," an official spokesperson said.

Entrepreneurs also shared insights with him on various topics, including business growth, access to broader markets, and increased income opportunities stemming from the event.

Prasad expressed optimism about the potential for business advancement as a result of these discussions, besides taking time to review and commend the efforts of the relevant departments showcased at the stalls. TNN

Jal Shakti stall opens a tap of key initiatives, draws applause

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Lucknow: The stall of Jal Shakti Ministry at the UPITS-2024 emerged as a major attraction. Upon entering, visitors are greeted by a unique water feature simulating water flowing from a tap, enticing many to capture the moment with selfies.

The stall also features local artists performing folk songs celebrating the achievements of the Jal Jeevan Mission. The lyrics emphasise the mission's success, with lines like, "Modi-Yogi ne jo kaha vo kiya, milkar yojana banayi, har ghar Jal Jeevan ki purti karayi!" (Modi-Yogi did what they said... Made a plan together, ensured water supply to every household).



The installations at Jal Sahkti stall is garnering rave reviews



Attendees are particularly impressed by the ministry's accomplishments, especially the significant reduction of drinking water issues in Bundelkhand, where 95% of households now have access to tap water, thanks to the Yogi govt's efforts.

The stall of the irrigation

and water resources department also attracted a large crowd, with attendees seeking information about the state's dams, barrages, and embankments. There was strong interest among visitors in understanding the state's flood-affected areas and protective measures.