

# AI Ramayan Darshan: Cutting edge tech brings epic to life

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**LUCKNOW:** Visitors at the UP International Trade Show in Greater Noida were enthralled by the state culture department's pavilion - 'AI Ramayan Darshan' - a remarkable confluence of spirituality and modernity.

It was lauded for its innovative approach in bringing ancient heritage to life using cutting-edge technology, making it one of the highlights of the trade show.

Ayodhya was shown in its ancient glory with various key events from the life of lord Ram brought to life in a grand visual presentation.

Background music 'Ram Siya Ram' made the pavilion more attractive.

The AI-generated 'Ramayan Darshan' presented epic moments of Ramayan such as lord Ram's education in the gurukul with his brothers, 'Sita swayamvar', his exile, 'Sita Haran', 'Lanka dahan', and 'Ravan vadh'.

Each image reflected a beautiful blend of simplicity and grandeur, combining historical authenticity with artistic imagination.

The exhibition's unique fusion of reality and heritage, spirituality and modernity, sparked widespread interest at the trade show.

Visitors to the exhibition took selfies and shared their experiences on how the AI-generated Ramayan enabled them to relive the timeless and inspiring moments of Lord Ram's life.



People visit the 2nd edition of the Uttar Pradesh International Trade Show, in Greater Noida on Friday.

## Khadi takes centre stage

**GREATER NOIDA:** The third day of UPITS 2024 in Greater Noida was marked by a grand celebration of India's rich textile heritage as the much-anticipated Khadi fashion show took centre stage on Friday evening. Union textiles minister Giriraj Singh and U.P. MSME, handloom and textiles minister Rakesh Sachan graced the occasion. The show put a spotlight on Khadi and traditional crafts, including Chikankari sarees, at the global market while also promoting the region's artisans and traditional industries on an international stage. Models showcased the versatility of Khadi, reflecting its transformation from a symbol of India's freedom movement to a contemporary, globally admired fabric. —HTC

## Local entrepreneurs score big with global export deals

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**LUCKNOW:** Chetan Khandelwal, founder of Divine Copper from Vrindavan, is thrilled about the buyer-seller meet at the Uttar Pradesh International Trade Show (UPITS).

Khandelwal noted that in the past, they had to actively search for buyers, but this time, the government has made it easier for them to connect with potential customers. "We no longer need to search for buyers," he said, adding, "Last year, my company received orders from three countries, and this year, I've already secured one from Australia."

UPITS in Greater Noida is turning out to be a dream come true for entrepreneurs, many of whom are bagging export orders from international buyers. The India Expo Center Mart, so far, has proven to be an ideal platform, connecting entrepreneurs with global clients through B2B meets.

Another entrepreneur, Deepak Pandey, managing director of Mother Nature

Herbal Apparels from Hapur, expressed excitement about attracting buyers from countries like Cuba, the United Kingdom, Spain, Turkey and Zimbabwe.

Pandey highlighted that his herbal-based apparel line has generated significant interest among buyers, emphasizing that his apricot product is not only unique but also beneficial for both the environment and the skin.

Ruchi Khanna, head of Kanpur-based Ras Biosolution, shared that although she had been running her business for 15 years, she only started receiving export orders in the last two years. Initially, she connected with just one or two buyers online, but the trade show has now helped her secure buyers from several countries. In just the past three days, her firm has attracted buyers from Vietnam, Uganda, and Australia, among others.

Mohammad Shahrukh, head of Shan Impex in Moradabad, mentioned that this is the second time his firm has participated in the trade show.

His company has already secured an order from Somalia, with more international deals in the pipeline.

## HIGHER EDU: INNOVATIVE EFFORTS ON DISPLAY

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**LUCKNOW:** The state higher education department's stall at the second edition of the UP International Trade Show (UPITS), held at India Expo Mart in Greater Noida, highlights the innovative initiatives and achievements of the Yogi government in the field of higher education, said a government spokesperson.

Key accomplishments on display include the implementation of the National Education Policy (NEP 2020), the integration of Information and Communication Technology (ICT) in education, the promotion of regional languages, and the incorporation of the Indian Knowledge System (IKS) into higher education, the press release read.

Additionally, the stall showcases ongoing efforts to establish private universities and colleges, along with the growing interest from investors, underscoring Uttar Pradesh's emergence as an educational hub.

Another highlight is the introduction of the state's proposed Higher Education Promotion Policy, aimed at attracting top-tier private and foreign universities. The policy offers benefits such as stamp duty exemptions, capital subsidies, and financial incentives for the use of renewable energy.

The promotion of regional languages is another notable achievement. In alignment with NEP 2020, regional languages are being prioritized in higher education in Uttar Pradesh. Language centers have been established in all higher education institutions, and e-content is being developed in local languages to enhance accessibility.

Similarly, the Indian Knowledge System (IKS) is being integrated into the curriculum, with each subject's first unit dedicated to connecting students with India's traditional arts, culture, and knowledge systems.

## Bank of Baroda CORRIGENDUM

It is to inform public in general that the Publication of Auction Notice on 03.09.2024 of Borrower:- (1) M/s. Tripathi Enterprises Through its Proprietor Shailesh Tripathi S/o Ramjeet Tripathi, Address:- Village Veerpur Katra, Colonelganj, Gonda- 271502 (2) Shailesh Tripathi S/o Ramjeet Tripathi Address:- Jalali Shah Road, Jankinagar, Gonda- 271003 Branch: Kutchery Road, Gonda published Auction Date 30.09.2024 is now cancelled due to technical Reason.

Authorised Officer, Bank of Baroda

Date: 28.09.2024

Place: Gonda

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