

# UPITS to become global Maha Kumbh for traditional products

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Uttar Pradesh International Trade Show-2024 (UPITS-2024) is set to become the global Maha Kumbh for traditional state products from the micro, small and medium enterprise (MSME) sector.

As part of his mission to transform Uttar Pradesh into an 'Udyam Pradesh', Chief Minister Yogi Adityanath is relentlessly promoting the state's local products on every possible platform.

Supporting this vision, the upcoming UPITS-2024, scheduled from September 25 to 29, is poised to become a global Maha Kumbh for traditional entrepreneurs from across the state, providing them a major platform to showcase their unique products to an international audience.

The event will provide a unique opportunity for local businesses to showcase their products to a global audience. So far, entrepreneurs representing over 270 local and traditional products from Varanasi, Ayodhya, Gorakhpur, Prayagraj and Jhansi divisions have registered

to participate in the trade show under various categories. This process is expected to gain further momentum in the coming days. Entrepreneurs from various sectors, including handloom, terracotta, handicrafts, small-scale industries, MSMEs, and those under the One District One Product scheme have registered to participate in the upcoming grand event. New exporters, artisans and women entrepreneurs are equally enthusiastic about joining the event. They collectively praise Chief Minister Yogi's policies, stating that they not only preserve the state's rich traditions but also open doors to global markets for their products. According to them, these initiatives have enabled their products to reach international destinations, significantly boosting their earnings. Notably, a total of 44 handicraftsmen, new exporters and women entrepreneurs from the Varanasi division have registered for the UP International Trade Show.

Joint Commissioner of Industries department Umesh Singh shared that 20 entrepreneurs from the One District

One Product (ODOP) initiative, representing the districts of Varanasi, Chandauli, Jaunpur and Ghazipur, will participate in the event.

Additionally, 16 entrepreneurs from micro, small, and medium enterprises involved in industries such as wooden toys, pink meenakari, carpets, beverages, medical products, biofertilisers, masala noodles, and Banarasi silk, will showcase their products. Among them, eight new exporters from the Banarasi silk saree and carpet industries have also registered for the event. In addition to this, a total of 134 handicraftsmen, new exporters and women entrepreneurs from the Agra division have registered to participate in UPITS 2024. This includes 51 participants from Agra, 23 from Mathura, 56 from Firozabad, and four from Mainpuri. Notable exporters such as Dawar Footwear, Gupta Overseas and Stoneman from Agra will be part of the event. The trade show is expected to provide a significant platform for both traditional handicrafts and modern products from the Braj region.