

# UP int'l trade show to highlight state's potential globally: CM

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**Lucknow:** CM Yogi Adityanath on Tuesday highlighted the importance of honouring artisans.

He called for similar programmes to be conducted in every district, with a structured timetable to ensure artisans across the state are trained, provided with common facilitation centres, and educated about the PPP model and branding. He also mooted organising large-scale loan fairs for artisans, with govt acting as a guarantor for them.

CM Yogi stated that Uttar Pradesh leads the country in the MSME sector and, with these efforts, the state will achieve unparalleled growth.

He further shared that Uttar Pradesh has secured investments worth Rs 40 lakh crore, which will generate employment opportunities for 1.5 crore youth. He attributed the state's economic success to initiatives like ODOP,

Vishwakarma Shram Samman, and an improved security environment, which have made UP the second-largest economy in India, soon to become the largest.

This growth, he said, will ensure water in every field, employment in every hand, security for every daughter, and happiness for every citizen.

He called for continual innovation, asserting that govt departments should not merely follow established norms.

"We must constantly move forward with new schemes so that both the country and the state can advance," he said.

He also highlighted the upcoming UP International Trade Show 2024 in Greater Noida as a platform to showcase the state's potential on a global scale. Additionally, the CM provided several suggestions to foster the MSME sector in the state and announced plans to offer interest-free loans to 10 lakh youth over the

next 10 years, as part of efforts to boost self-employment opportunities in Uttar Pradesh.

He concluded by highlighting India's rapid progress under PM Narendra Modi's leadership and expressed confidence that, within the next three years, India will emerge as the world's third-largest economy. He urged every citizen to contribute to the vision of a developed India, assuring that with collective effort, success is inevitable.

MSME minister Rakesh Sachan, principal secretary (MSME) Alok Kumar, secretary Pranjal Yadav, commissioner and director VK Pandian, SBI chief general manager Sharad Chandak, officials of the MSME department, handicraftsmen, and artisans from all over the state were present in the programme.

Rakesh Sachan presented CM Yogi a statue of Bajrang Bali as a token of honour. A short film on the Vishwakarma Shram Samman was also screened during the event.