

Make in India goes global with Maha Kumbh

TIMES NEWS NETWORK

Lucknow: The ongoing Maha Kumbh in Prayagraj, spanning nearly one-and-a-half months, is set to elevate Brand UP globally, an official spokesperson said.

“With top Indian companies investing Rs 30,000 crore in marketing, the Maha Kumbh is set to boost Uttar Pradesh’s global stature. The exposure will expand markets for Indian and local products, advancing the ‘Make in India’ and ‘Vocal for Local’ visions,” he said.

Mentioning that the Maha Kumbh features a grand exhibition of ‘One District One Product’ (ODOP) spread across 6,000 sqmt, the spokesperson said that it showcases many GI-certified products, highlighting UP’s rich cultural and geographical heritage.

“Visitors can explore a diverse array of items, from Kashi’s iconic thandai, lalpeda and Banarasi saris to Gorakhpur’s terracotta, Mirzapur’s brass utensils, Pratapgarh’s amla products, and more. These unique creations are attracting widespread attention and being purchased by attendees, with the MSME department projecting a business turnover of approximately Rs 35 crore during the event,” he said.

This focus on GI and

ODOP products ensures that artisans and craftspeople directly benefit from increased sales and long-term demand for their goods. “The Maha Kumbh has also provided a platform for other states to showcase their vibrant diversity, heritage and cultural traditions. States like Gujarat, Madhya Pradesh, Chhattisgarh, Andhra Pradesh, Dadra Nagar Haveli, Nagaland and Leh have made their mark

with colourful displays in their respective pavilions, further enriching the event’s cultural mosaic,” they said.

The Yogi Adityanath-led govt

has driven this transformation with initiatives like the ODOP scheme to position UP as a global brand since 2018, the spokesperson said, adding: “The scheme has successfully spotlighted unique products from each district, revitalising the lives of artisans and their families through branding and market expansion.”

Stating that demands for products like Siddharthnagar’s Kala Namak rice, Gorakhpur’s terracotta art, Kushinagar’s banana-based items and Muzaffarnagar’s jaggery in domestic and international markets have surged significantly, he stressed that success of ODOP has inspired govt to expand the scheme.

