

{ KHADI, CULTURE SHINE }

125k visit UP trade show on day 3

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GREATER NOIDA: On the third day of the Uttar Pradesh International Trade Show (UPITS) 2025, finance, exports, healthcare, food, and fashion converged at the India Expo Mart, drawing more than 125,000 visitors.

At the finance session, minister Suresh Khanna described UPITS as a "great facility" for entrepreneurs, assuring investors of stability, ease of doing business, and incentive-led reforms. One of the busiest areas was Stall 9 in Hall 4, where the State Agency for Comprehensive Health and Integrated Services

(SACHIS) showcased healthcare reforms.

Officials said 53.8 million Ayushman Bharat cards have been issued, covering 87% of families. "If they can reach this scale in Uttar Pradesh, why can't we?" asked a Rajasthan health official. SACHIS CEO Archana Verma called the scheme "transformative".

The horticulture and food processing department displayed its 2023 policy, while fisheries highlighted the "Blue Revolution". MSME minister Rakesh Sachan led a "From Local to Global" discussion, and minister Nand Gopal Gupta "Nandi" joined exporters at a FIEO ses-

sion on e-commerce. The ODOP pavilion reported deals worth ₹20.77 crore on Day 2. Day 3 saw 35,000 business visitors. The CM Yuva Conclave logged 2,200 enquiries, 101 B2B meetings, and 39 presentations. "Just one investor meeting can change the game," said entrepreneur Ankit Verma.

FIEO's Buyer-Seller Meet saw 288 MoUs worth ₹89 crore. As sessions wound down, Khadi took the runway, followed by cultural performances, including a recital by Padma Shri Malini Awasthi.

"It isn't just about business here. UP is changing," said Raiesh Gupta, a visitor.