

# UP to promote culture, diversity and biz: Yogi

## PM To Open Trade Show On Sept 25

TIMES NEWS NETWORK

**Lucknow:** Chief Minister Yogi Adityanath carried out an on-site inspection of the Uttar Pradesh International Trade Show (UPITS-2025) venue in Greater Noida on Friday and said the event will provide a significant opportunity to present the state's diversity, cultural heritage, and business talent on an international level.

Prime Minister Narend-

### UPITS-2025

ra Modi will inaugurate the event on Sept 25.

Conducting a comprehensive review of the preparations, the CM said: "Through the event, local producers and entrepreneurs will gain new possibilities, business networks, and investment opportunities, aiding the state's development and youth employment generation."

He instructed the officials to ensure top-notch security arrangements at UPITS that will showcase UP's local products and crafts. He also emphasized the importance of participation from all 75 districts of the state. Special stalls will be set up for products related to each



Chief Minister Yogi Adityanath inspects preparations at the India Expo Centre and Mart in Noida on Friday

district's ODOP.

During the meeting, Yogi emphasized the need to promote and brand the event effectively, with a special focus on engaging students and youth. Colleges, universities, and other educational institutions will have to share UPITS posters, digital displays, and event information on their campuses. He asked for students from Gautam Buddha University to be involved in the event, saying this will provide them with experience and opportunities for employment and entrepreneurship.

Experts associated with the film industry will be invited to attend the fashion show that will be organised at the event. This, the CM said, will provide wide visibility to khadi, handicrafts, and village industry products, and offer new opportunities to young designers and local artisans. Special

shows and exhibitions will be organised focused on khadi clothing.

While reviewing arrangements on-site, Yogi said that special arrangements should be made for senior citizens participating in the event. Shuttle services should be provided from the NASA parking lot to help people reach the event venue. No minor will be allowed to drive e-rickshaws or any other vehicle. Clear instructions regarding security, guidance, and facilities for visitors should be provided to ensure a safe, well-organised, and welcoming experience for all participants.

"Special attention must be paid to the safety, accommodation, transportation, and overall well-being of foreign buyers and guests, ensuring they have a comfortable, safe, and welcoming experience to strengthen UP's image," he added.

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