

# UPITS to display state's skills, products on global stage: Yogi

'Vocal for Local' and 'Make in India' campaigns will be highlighted, all districts must join trade show with ODOP stalls, says CM

**HT Correspondent**

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**LUCKNOW:** Chief minister Yogi Adityanath on Friday reviewed preparations for upcoming Uttar Pradesh International Trade Show (UPITS-2025) with police and administrative officials at the India Expo Mart auditorium in Greater Noida.

UPITS is scheduled from September 25 to 29. Prime Minister Narendra Modi will inaugurate the event.

The chief minister instructed officials to ensure seamless arrangements, security and convenience for participants. He said the event will not only present the state's rich traditions, skills and products on a global stage but will also highlight the Vocal for Local and Make in India campaigns.

"Every district must actively take part in the trade show with dedicated One District, One Product (ODOP) stalls. These stalls will showcase each district's unique handicrafts, food items, and industrial products before international buyers and investors," he said.

He said UPITS-2025 must be a global platform to project Uttar Pradesh's diversity, cultural heritage, and entrepreneurial talent. This, he noted, will open new avenues of business, investment, and employment, especially for the youth.

He further instructed that UPITS-2025 be widely branded and promoted across districts and educational institutions to enhance its visibility and impact. Colleges, universities, and schools will display posters,



CM Yogi Adityanath during a programme in Ghaziabad.

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## CM urges youth to embrace AI

**GHAZIABAD:** Appealing to young people to adopt artificial intelligence and digital technology, chief minister Yogi Adityanath on Friday said that technology does not snatch jobs, but creates new opportunities. "Just as computers created new possibilities when they were introduced, in the same way, AI will also bring new possibilities in agriculture, education, and healthcare."

"If farmers adopt technol-

ogy, their productivity can increase up to three times," the chief minister said.

He was speaking at an event in Ghaziabad where he released the book 'Bharatvarsh ki Swarnabha Narendra Modi' authored by former MP Ramesh Chandra Tomar. He suggested that the book should be kept in universities, colleges, and libraries so that the younger generation can draw inspiration.

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digital screens, and event information on their campuses, creating awareness among students, faculty, and the local community about entrepreneurship and innovation, he said.

He particularly emphasised the active involvement of Gautam Buddha University students, underlining that their participation would provide invaluable hands-on experience along with opportunities in employment and entrepreneurship. "Experts from leading film cities across the country will be invited to participate in the fashion show organised as part of UPITS-2025," he said.

He said the objective is to give Khadi, handicrafts, and village industry products greater visibility and international recogni-

tion. The fashion show will feature dedicated catwalks and exhibitions, highlighting the superior quality and aesthetic appeal of Khadi and village industry products on a global stage. He noted that such efforts will help strengthen the rural economy while fostering entrepreneurship, innovation, and employment opportunities for the youth.

He highlighted the importance of ensuring a hospitable and safe environment that strengthens Uttar Pradesh's global image.

The meeting was attended by micro, small and medium enterprises minister Rakesh Sachan, industrial development minister Nand Gopal Gupta Nandi, along with other public representatives and officials.

{ REVIEW MEET AHEAD OF FESTIVALS }

## 'RESPOND TO TROUBLEMAKERS IN THEIR LANGUAGE'

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**LUCKNOW:** Observing that the festive season is a sensitive time for maintaining security and good governance, CM Yogi Adityanath on Friday told officials any attempt to disturb the peace must be dealt with firmly and troublemakers responded to in their own language.

Calling upon people to celebrate the upcoming festivals with joy and enthusiasm, he asserted that ensuring safety and convenience should remain a top priority.

Chairing a high-level meeting, he issued detailed guidelines to government and administrative officials regarding the smooth conduct of festivals, maintenance of cleanliness, and strengthening of law and order.

The meeting was attended by divisional commissioners, DMs, ADGs (Zones), police commissioners, inspectors general, deputy inspectors general, and other senior officers. Cautioning against any mischievous attempts to provoke communal tensions, he instructed officials to remain watchful.

Stressing the need for strict vigilance on social media, he directed officials to take immediate and strong action against those who spread rumours or create fake accounts to mislead the public. Officials were also told to review the past month's activities, identify troublemakers and keep a close watch on them. He expressed satisfaction over positive environment during past festivals and urged officials to maintain this spirit of coordination and public participation in the upcoming festivals.