

## **'Invest UP pavilion a one-stop destination for investors'**

**LUCKNOW:** At the UPITS, the Invest UP pavilion has become a one-stop destination for investors and entrepreneurs. Those willing to invest in the UP are getting all support to establish or expand operations in the state, officials said. Thousands of exhibitors are participating with special attention on the flagship ODOP initiative. From Mirzapur's carpets and Moradabad's brassware to Kannauj's attar and Varanasi's silk, ODOP stalls are drawing admiration for their craftsmanship and market appeal, according to an official release.

**HTC**