

Mixing Biz With Pleasure: A Day Full Of Business Engagements & Cultural Buzz

UPITS focuses on skill, khadi and youth entrepreneurship

Cultural Events
Mesmerise
Visitors

TIMES NEWS NETWORK

Lucknow: Nearly 1.36 lakh visitors attended the UPITS on Sunday, even as the day was dedicated to employment generation, skill development, and the promotion of Swadeshi textiles.

The day was marked by a panel discussion on 'Industry-Academia Partnership for Skill Development'. Organised by Gautam Budh University, the event saw education experts and industry leaders emphasise aligning the curriculum with changing market needs and encouraging internships and vocational training.

Employees' Provident Fund Organisation (EPFO) provided information about the newly launched Pradhan Mantri Viksit Bharat Rozgar Yojana (PM VBRY). Under this scheme, employers will receive recruitment subsidies, and first-time employees will be offered incentives. The scheme focuses particularly on the manufacturing sector.

At the grand award ceremony in the evening, Cabinet



(Left) MSME minister Rakesh Sachan speaking at the Khadi Seminar, (Right) artists perform at UPITS

Khadi presented in a modern avatar

Lucknow: In a hall packed with audiences, mostly Gen-Z, Khadi walked on the ramp in its modern avatar at Re-Spin: The Khadi Edit, organised as part of UPITS 2025. Models showcased the diversity of Khadi in haute couture style, and each one of them won hearts and several rounds of applause. Some popular ones included chikankari and silk textures in modern dresses, capes, and even office wear. The show conveyed a clear message: Khadi is not just a heritage of the past, but also a strong foundation for the fashion of the future. MSME, khadi and village industries, silk production, textiles, and handloom minister Rakesh Sachan, who attended the show, said, "The purpose was not just to display fashion but also to serve as a medium to bring the skills of local weavers and artisans to the world. Foreign buyers, industry experts, and fashion designers showed deep interest in Khadi's potential. The modern presentation of Khadi established it as an important step toward sustainable fashion." TNN

Ministers Nand Gopal Gupta 'Nandi' and Rakesh Sachan were present. Entrepreneurs, exporters, and innovators who contributed to Uttar Pradesh's industrial growth and

global recognition were honoured. The CM Youth Conclave was a special highlight of the fourth day. A total of 113 stalls were set up, including 49 choice brands, 64 machine-

ry suppliers, and 26 'Business on Wheels' initiatives. So far, more than 8,300 business enquiries and over 7,500 registrations have been recorded.

After business activities, the India Expo Center transformed into a cultural stage. Audiences enjoyed the Mayur dance of Braj and Bundelkhand folk dance. The evening's main attraction was Sufi and light classical renditions by singer Pratibha Singh Baghel, which beautifully brought alive the depth of Awadh and Purvanchal's traditions. After four days of successful activities and engagements, UPITS 2025 is preparing for its final day and the much-awaited closing ceremony, where several important announcements are expected.