

{ AHEAD OF DIWALI }

Swadeshi Mela from today to promote local products

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PRAYAGRAJ : A ten-day Swadeshi Mela (indigenous fair) is set to begin in Prayagraj from Thursday, aimed at promoting local products in the lead-up to Diwali. The event is being organised by the District Industries Promotion and Entrepreneurship Development Centre and will be held at Bharat Scouts and Guides Inter College in Mumfordganj. The initiative aligns with the decisions made on the final day of the five-day Uttar Pradesh International Trade Show (UPITS) held recently in Greater Noida. As part of this drive, all 75 districts of the state are hosting fairs to encourage the sale and visibility of locally made products, district officials said. Confirming the development, deputy commissioner of industries Sharad Tandon said the district-level Swadeshi Fair is being held under the joint auspices of the department of industries and entrepreneurship development and the UP trade promotion authority, as part of the UPITS-2025.

The exhibition will feature products from beneficiaries of various state government initiatives, including One District One Product (ODOP), Mukhya-



A stall by a Prayagraj participant at the five-day Uttar Pradesh International Trade Show (UPITS) held recently in Greater Noida

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mantri Yuva Udyami Vikas Abhiyan, Mukhyamantri Yuva Swarozgar Yojana, Mati Kala Board, and the National Rural Livelihood Mission (NRLM).

Open daily from 11 am to 9 pm, the fair will also feature evening cultural performances by renowned artists, officials added. Highlighting the significance of such events, officials noted that the recently concluded third edition of the UP International Trade Show at the India Expo Centre and Mart in Greater Noida marked a turning point for many small entrepreneurs and artisans seeking a wider platform.

According to Tandon, ten entrepreneurs from Prayagraj showcased their products at the trade show under the ODOP and MSME schemes. Their par-

ticipation led to international orders and enhanced visibility for their businesses. One such participant, Srishti Purwar of Srishti Creation Expressions, earned over ₹50,000 through sales of her handmade embroidery and craft items, with more than 40,000 visitors stopping by her stall. The event helped her connect with both domestic and international buyers.

Soumya Singh of Nebula Fashion Pvt Ltd also saw strong interest in her Shibori-style handmade textile products. She earned ₹35,000 during the show and praised the platform for the exposure it offered. Other exhibitors from Prayagraj included Ikawa Agro Daily Pvt. Ltd., The Perfect Bazaar, Vishnu Sales, Nancy Achar Kendra, Shuddh Samagri, and

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SJD Developers, among others.

Women from Self Help Groups (SHGs) under the Rural Livelihood Mission also made their mark. Rajni Singh from Kaudihar village, representing the Prerna SHG, said the experience was "life-changing." Operating under the name Prerna Didi Café, she sold homemade food items made with traditional local spices and ingredients.

She reported sales of over ₹65,000 and said demand was so high, she struggled to keep up with supply. "For women who have never stepped outside their villages, this was a dream opportunity," she said. Fatima from Mahewa, affiliated with the Bhola Livelihood SHG, earned over ₹55,000 through sales of handcrafted Moonj grass products. She also received two large orders from Delhi and Ghaziabad after the event.