

Amid US tariff war, melas to promote PM Modi's swadeshi push this Diwali

TIMES NEWS NETWORK

Lucknow: In a major push to promote local artisans and entrepreneurs, the Uttar Pradesh govt is set to organise Swadeshi Melas across all 75 districts of the state from Oct 9 to 19 amid PM Narendra Modi's push for 'swadeshi' mass movement in the wake of the high tariffs imposed by the US.

Rakesh Sachan, minister for MSME, khadi, handloom and textiles, said: "The initiative aims to give a robust platform to micro, small and medium enterprises (MSMEs), along with khadi, handloom, handicraft and ODOP (One District, One Product) artisans."

He said that the effort was aligned with the theme of Viksit Bharat and PM Modi's call for 'vocal for local'.

"Buying local this Diwali will not only brighten homes but also empower lakhs of rural artisans and entrepreneurs," he said.

"This is the first time such a massive effort is being rolled out simultaneous-



EMPOWERING ARTISANS

ly across the state," said Sachan.

Officials said that the melas will feature stalls offering traditional and handmade goods, along with cultural performances and exhibitions showcasing regional art forms.

Fairs will be organised in high-foot-fall areas using tents and temporary infrastructure. Special arrangements

like transportation, logistical support, and free shop space have been made to ensure participation from remote and rural artisans.

The initiative follows the highly successful third edition of the Uttar Pradesh International Trade Show (UPITS) held in Greater Noida from Sept 25 to 29. The trade show saw over 5 lakh visitors, 2,200 stalls, and Rs 12,500 crore worth of business inquiries from buyers representing over 80 countries.

CM Yogi Adityanath is expected to inaugurate the Gorakhpur Mela on Oct 10, while other districts will see events launched by local ministers and MLAs. The Lucknow Mela will be held in a university campus. Sachan also highlighted the success of the CM Yuva Udyami Yojana, under which over 95,000 youths received loans of up to Rs 5 lakh for self-employment. The fairs are to boost the public's enthusiasm ahead of Diwali, aligned with PM Modi's GST rate reductions, designed to ease business for small-scale industries.