

To boost rural output, artisans get equipment

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Lucknow: Major highlight of the 10-day-long UP Khadi Mahotsav 2025 that began on Friday is distribution of modern equipment, such as dona-making machines, popcorn units and electric potters' wheels, to beneficiaries.

An official said, "The initiative is aimed at increasing productivity,

supporting women-led businesses and creating meaningful livelihood opportunities for rural youth. The step will accelerate adoption of innovation in village industries while preserving traditional skills."

The official added that the mahotsav had been designed as a marketplace as well as learning space. "It includes workshops on skill development, e-commerce, digital marketing,

packaging and business management. The sessions aim to empower rural producers to expand from local markets to national and global platforms, strengthening the Swadeshi supply chain in a modern economy," said the official.

Notably, more than 160 entrepreneurs from various districts are working to strengthen rural economies and promote

self-reliance as envisioned under Atmanirbhar Bharat campaign. The exhibition showcases everything from hand-spun khadi garments and terracotta art to herbal products, jewellery and eco-friendly goods.

"Visitors have opportunity to explore unique district identities while witnessing transformation of village industries into competitive, value-driven enterprises," the official said.

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