

International fair: Youth-led initiatives empowering state's development push

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh's young entrepreneurs and innovators are emerging as key drivers of the state's growth story, with youth-led initiatives taking centre stage at this year's India International Trade Fair (IITF) underway at Bharat Mandapam these days.

Stating this on Thursday, an official spokesperson said,



FUTURE BUILDERS: A stall at India International Trade Fair

id, "Rising presence of young talent on national platforms reflects not only their growing confidence but also UP govt's concerted push to empower next generation through targeted schemes and skill programmes. The initiatives are not just helping individuals; they are strengthening UP's overall development framework."

Rural self-reliance to come to fore with 160 artisans displaying wares at Khadi Mahotsav

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Lucknow: The ten-day Khadi Mahotsav 2025 will begin at the Central Sanskrit University, Gomtinagar on Friday with the aim to promote local entrepreneurship, open new markets for traditional arts and khadi-based industries and boost rural self-reliance, an official spokesperson said.

"The festival will celebrate the rich heritage of khadi, village industries, handicrafts and local art, providing them a platform for wider recognition," said the spokesperson, adding that

the event will be inaugurated by Rakesh Sachan-- minister for micro, small and medium enterprises, khadi and village industries, sericulture, handloom and textiles.

Over 160 entrepreneurs and units from different districts of the state will display and sell their products.

The exhibition will feature carved wooden furniture from Saharanpur, carpets from Bhadohi, gamchas and sadri from Amroha, durries and towels from Sitapur, Banarasi silk sarees, amla products from Pratapgarh, royal honey from Lucknow, clay craft, Bikaneri papad, leat-

her goods, traditional jackets, garments and a wide range of indigenous products.

During the mahotsav, selected entrepreneurs and beneficiaries will also be honoured. State-level outstanding units will receive awards and 5 beneficiaries will be provided dona-making machines, 5 will receive popcorn machines, 5 honey boxes, 4 will receive electric-potters wheels and 1 beneficiary will receive a pugmill. This initiative aims to provide better resources, modern equipment and growth opportunities for rural enterprises in the state.

The spokesperson credited various initiatives undertaken by govt to promote entrepreneurship among youth for the trend.

"A series of youth-focused interventions — including Rozgar Melas, CM YU-VA programme and One District One Product (ODOP) scheme — are equipping young people with tools to become job creators," they said.

Adding that while Rozgar Melas are connecting thousands of youths to employment opportunities, CM YU-VA programme is sharpening their skills, providing mentorship and supporting

new business ideas, they said ODOP was helping young entrepreneurs transform traditional crafts into scalable ventures with modern branding, financial assistance and wider market access.

"Chief Minister Yogi Adityanath has repeatedly stressed his vision of building a generation of job creators. Officials say the approach is yielding results as more young entrepreneurs from across the state step into sectors ranging from handicrafts to agro-processing with increased confidence. Many participants at IITF shared how schemes like

ODOP enabled them to convert local skills into sustainable enterprises, creating livelihood opportunities in their communities," the officials said.

Govt's broader ecosystem of youth-friendly policies — from start-up support to skill development — has strengthened the economic momentum.

"With IITF and UPITS, growing visibility of young entrepreneurs is reinforcing state's image as emerging hub of innovation and enterprise as youth-led ideas and ventures gain traction," they said.