

State's 'local to global' story to shine at Int'l Fair

TIMES NEWS NETWORK

Lucknow: UP would be participating as partner state in the 44th India International Trade Fair (IITF) 2025, to be held at Bharat Mandapam, New Delhi, Nov 14-27. Based on the theme 'Ek Bharat, Shreshtha Bharat', the fair aims to celebrate India's diversity and entrepreneurial strength and will see participation from partner states Maharashtra and Rajasthan alongside UP.

Sharing details, an official spokesperson said: "Uttar Pradesh will highlight its 'Local to Global' strategy that focuses on transforming traditional craftsmanship into internationally marketable products. The state's participation is expected to provide a major boost to exports, rural enterprise, and employment generation."

Adding that more than 2,750 exhibitors from the state will participate in the event, the spokesperson said under One District One Product, as many 343 stalls would be featured. "From Agra's famous Petha and Banarasi handloom to Bhadohi carpets, Meerut's sports goods, Kanpur's leather products, and Firozabad's glassware — the display will represent the diversity of UP's craftsmanship. The ODOP products will be presented with upgraded packaging, digital branding, and sustainable production techniques aimed at appealing to global buyers from the US, Europe, the Middle East and Southeast Asia," they said.

Officials said to strengthen its innovation narrative, state has also mobilised over 150 startups and women-led enterprises to participate in the fair. "These entrepreneurs, drawn from both rural and urban backgrounds, will present a mix of tech-based innovations, handmade crafts and agro-based products. Their participation underscores state's growing entrepreneurial ecosystem and commitment to women's economic empowerment," they said.