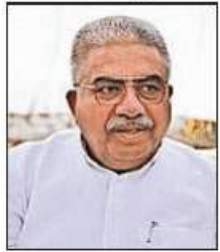


Khadi Mahotsav: Empowering local entrepreneurs is key goal

TIMES NEWS NETWORK

Lucknow: Stating that Khadi Mahotsav would continue to strengthen the rural economy,



empower local entrepreneurship, and create new markets for traditional crafts and

Khadi-based industries, the minister for MSME **Rakesh Sachan** on Friday reiterated the state govt's commitment to turning the youth of UP into job-givers.

"The festival is not only generating opportunities for employment and self-employment but also offering a large-scale platform to showcase indigenous products," he said while inaugurating the Mahotsav at Central Sanskrit University in Gomtinagar.

Adding that under the leadership of Chief Minister Yogi Adityanath, several initiatives have been introduced to promote Khadi, village indu-

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stries, handicrafts, and traditional arts, he said: "Thousands of youth have secured employment through initiatives like the One District One Product (ODOP) scheme, the PM FME Scheme, and various state-level micro-enterprise policies. Exhibitions like this serve as a comprehensive exhibition of these efforts, providing entrepreneurs with opportunities for market expansion, technological advancement, and business growth."

The minister also said that sustained efforts have led to an increase in the demand for indigenous products, which will further strengthen the foundation of local industries while improving the financial stability of

entrepreneurs.

To note, more than 160 entrepreneurs and enterprises from various districts are participating in the event. Exhibits include intricately carved furniture from Saharanpur, carpets from Bhadohi, gamchhas and sadris from Amroha, rugs and towels from Sitapur, Banarasi silk sarees from Varanasi, Amla products from Pratapgarh, Royal Honey clay art from Lucknow, Bikaneri papad, leather goods, and numerous other traditional products. This wide range of exhibits will highlight the rich artistic heritage and craftsmanship of Uttar Pradesh.

During the festival, selected entrepreneurs and beneficiaries will be honoured, and state-level awards will be presented to outstanding performers.

Additionally, the govt will distribute dona-making machines, popcorn machines, and honey boxes to five selected beneficiaries each.