

Uttar Pradesh's growth on full display at GIDA trade show

TIMES NEWS NETWORK

Gorakhpur: The three-day UP State Trade Show, organised to mark the 36th Foundation Day of the Gorakhpur Industrial Development Authority (GIDA), has turned into a vibrant showcase of Uttar Pradesh's industrial progress.

The exhibition is drawing an enthusiastic crowd of entrepreneurs, traders, students and residents every day.

Under Chief Minister Yo-

gi Adityanath's leadership, GIDA has been scripting a new chapter of sustained industrial growth for the past eight years.

Aligning with the CM's vision, the authority has been hosting trade shows on its Foundation Day for the last few years.

This year, a state-level trade show has been organised. The CM inaugurated the event on Saturday and it will continue till Monday.

A strong visitor response on Day 2 left exhibitors high-

ly encouraged. Products manufactured in GIDA, along with ODOP items and innovative offerings from various UP districts, are drawing considerable attention.

Visitors expressed delight on learning that PepsiCo beverages are being produced locally and Coca-Cola products will soon follow. At the IGL stall, a high-protein animal feed made from processed maize residue—left after ethanol production—became a major talking point.

Black pottery from Azamgarh, silk sarees, readymade garments and innovative bakery items made from Siddharthnagar's iconic kala namak rice also attracted crowds.

Antique handicraft from Ghazipur and floral herbal teas from Lucknow further added to the diversity.

Exhibitors from Gazipur, Kanpur and Siddharthnagar affirmed that CM Yogi's ODOP push has expanded local products' reach to national and global markets.