

Potential of 'new UP' is displayed in International Trade show: CM

Says the state never lacked capability: 'What was needed was right ecosystem'

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CHIEF MINISTER Yogi Adityanath on Friday said the fourth edition of the Uttar Pradesh International Trade Show provides an opportunity to see the potential of the "new Uttar Pradesh", which has "transformed its identity" over the past decade by connecting traditional skills with technology, investment and global markets.

Addressing the inaugural ceremony of UPITS 2026 here, with Union Home Minister Amit Shah as the chief guest, Adityanath said the trade show had emerged as a platform to showcase products manufactured in Uttar Pradesh and connect the state's traditional enterprises, MSMEs, artisans and young innovators with the global market.

Uttar Pradesh currently has 79 MSME products with geographical indication (GI) tags, while applications have been submitted for another 75 products, he said, citing examples such as Bhadohi carpets, Moradabad brassware, Kannauj perfume and Varanasi silk sarees.

Adityanath referring to the transformation of the state under the guidance of the Centre said, "UP never lacked potential. What was required was to identify it, create the right ecosystem and take it to scale," he said.

"The state government had sought to connect talent and tradition with technology and turn the government into a fa-

cilitator by focusing on quality, design, packaging, certification, branding and marketing," he added. The CM said infrastructure such as expressways, highways, airports, freight corridors and industrial infrastructure had strengthened connectivity and created opportunities for investment, production and access to global markets.

"The UP International Trade Show is a major platform to showcase this transformation, where the local of Uttar Pradesh is establishing its identity before the global market," he said.

Adityanath said the One District One Product (ODOP) initiative had given a brand identity to traditional enterprises and contributed to UP's emergence as a manufacturing hub. The state, he said, was now exporting goods worth more than Rs 2 lakh crore to markets across the world.

This year, buyers from around 90 countries, including more than 600 international buyers, were expected to participate. The event is also expected to attract around 1.5 lakh B2B visitors. The CM said the participation of Japan, Russia, Vietnam, Singapore, Austria and Belarus as partners reflected the growing international interest in state's products.

"The presence of international buyers is a clear indication of the trust in the quality of UP's products, the strength of its supply chain and the credibility of its entrepreneurs," he said.



CM Yogi Adityanath with a delegation from Singapore at the Trade Show in Greater Noida on Friday. ANI

'Made in UP' Brahmos missiles giving Pakistan sleepless nights, says Shah

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UNION HOME Minister Amit Shah on Friday said BrahMos missiles manufactured in a now-transformed Uttar Pradesh were giving "sleepless" nights to Pakistan, while the AK-203 assault rifle manufactured in Amethi has become a weapon against "Naxalites and terrorists".

He was speaking during the inauguration of the fourth edition of UPITS in Greater Noida. Speaking about the transformation in UP under the BJP rule after 2017, he said, "Today, BrahMos made in Uttar Pradesh gives Pakistan sleepless nights. This is the biggest sign

of change," he said, recalling how India had effectively used BrahMos missiles during Operation Sindoor to avenge the dastardly civilian killings in Pahalgam.

He further said the Modi government has signed free trade agreements with Mauritius, the UAE, Austria, a four-country European grouping, the UK, Oman, New Zealand and the European Union, which has expanded export opportunities for Indian entrepreneurs.

Shah praised the 'One District One Product (ODOP)' initiative in Uttar Pradesh, claiming that it has helped create employment opportunities in the most populous state.

'Economy stronger despite global unrest'

UNION HOME Minister Amit Shah rejected critics' claims about the state of the economy and asserted that India has not only maintained but "strengthened" its economic growth under PM Narendra Modi's leadership despite global upheavals. "Amid such an atmosphere of upheaval and unrest across the world, India has maintained its growth rate," he said. He also took a veiled swipe at Congress leader Rahul Gandhi, describing those who dispute the growth figures as "vakradrashtas" — people with a distorted outlook.

