

# Post UPITS success, govt plans similar events at regional level

## Move Likely To Benefit MSME Units

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**Lucknow:** To ensure that the dividends reaped during the recently held UP International Trade Show grow further, the state MSME department has decided to hold similar shows at the regional level.

"The kind of response evoked by the UPITS is remarkable. Even more encouraging is the fact that the footfall and overall business transactions undertaken during the event were way more than the last year's show. The govt is now gearing up to host similar trade shows at the divisional level," said MSME minister Rakesh Sachan on Thursday.



Visitors at the 2nd edition of UPITS, in Greater Noida

He said initially these events will be organised in five divisional headquarters, with plans to expand it to all divisional headquarters soon. Sachan added that one of the key learnings from the event was that 'if small and micro businesses and entrepreneurs get an opportunity

and platform, wonderful results may be yielded'.

He further said many small entrepreneurs were left astonished when they got orders worth crores of rupees for their products.

"One player, for instance, got an order to the tune of Rs 1 crore for his jute bags while an entrepreneur dealing in gulabi meenakari got an order of Rs 5 crore. The department is now helping them execute their commitment," he said.

Principal secretary MSME Alok Kumar said: "The success of UPITS can be gauged from three key points – first, the aim was to provide a world-class platform for small industries. Second, the state wanted to showcase its crafts, cuisine, and culture and third, position Brand UP on the global canvas. All the

three goals have been met, which gives us a great sense of satisfaction."

Using the term 'mind-locked state', Kumar emphasised that many MSME players in UP were in the habit of underestimating their worth, while sharing that the event broadened the vision for many.

The two said the department was now looking at organising similar events in Agra, Varanasi, and Lucknow, where the govt is building unity malls to showcase the work of the ODOP artisans. A similar event would take place in Bareilly and Noida as well.

"Our aim is to create similar platforms in every divisional headquarters where a large number of people can come to view these products and make purchasing decisions," Kumar said.